

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.33

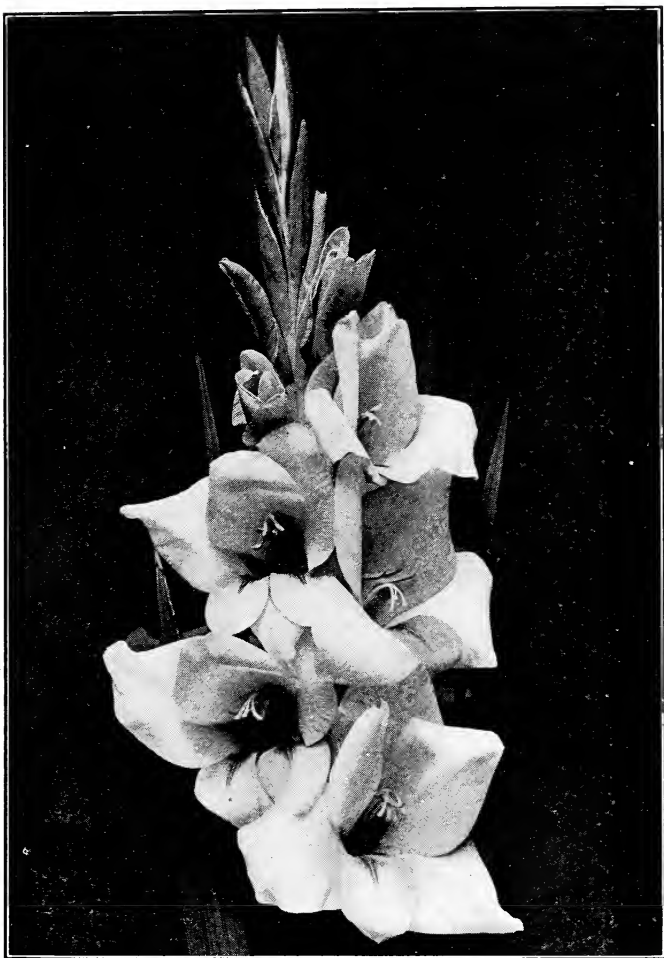
1918

GLADIOLI

IRIS and 

PHLOX 

The Modern Gladiolus



SCHWABEN

BROOKLAND GARDENS

S. E. SPENCER, Prop.

Lexington Street, corner Willow, Woburn, Mass.

TELEPHONE, WOBURN 247-J

The Modern Gladiolus

The development of this most popular summer flower has been so rapid during the past ten or fifteen years that practically all of the old varieties have been discarded and in their place we have a most astonishing collection of new seedlings and hybrids, brilliant in color, enormous in size as compared with the old garden sorts, and especially adapted to garden and house decorations on account of the lasting quality of the blooms.

Lovers of beautiful flowers will find that a collection of these choice named varieties will give a great deal of pleasure for a small outlay, as the bulbs will retain their vitality five to eight years.

A **young bulb** of medium size is most valuable and old worn out bulbs of any size are practically worthless.

How To Grow It

Any time from April 20th to June 15th, plant the bulbs right side up in single or double rows in furrows twenty to thirty inches apart, leaving three inches space between the bulbs.

Do not plant in a shady location and do not allow fresh stable manure in contact with the bulbs. A sandy loam is ideal. Three to four inches of soil over the bulbs will keep them cool and moist and help to hold the stalks erect without the use of stakes.

No good results can be expected from a bulb covered only an inch deep with dry hot soil.

If the spike is wanted for market or indoor use cut it off eight or ten inches from the ground, the morning after the second bud opens.

From the first to the middle of October in this locality is a good time to dig the bulbs, cutting off the old stalk and after drying out pull off the old corm with the roots and store bulbs for the winter, spread out 3 or 4 in. deep in shallow boxes. If kept too warm or too damp they sprout in storage. 40 to 45° is best.

List of Varieties

AMERICA

A universal favorite, no doubt the most popular gladiolus in the world. Flesh pink, large wide open flowers set close on a long straight spike. Beautiful in house or garden and used by tens of thousands by florists during mid summer. An immense stock makes it possible to sell this choice variety at a price far below its real value.

Per Doz. 50c. Per 100 \$2.50.

BLUE JAY (*Groff*)

The best blue, large flowers with white blotch, a healthy and vigorous grower.

Per Doz. \$2.00.

BADENIA

The most beautiful lavender with a suggestion of blue, a rare and delicate shade which has created a sensation wherever shown. The plant is lacking in vigor and the bulbs are small and are also tinted lavender.

Each .75c. Per Doz. \$7.50.

BARON JOSEPH HULOT

Often listed as a blue, the color is more nearly purple with lighter shading and white lines in lower petals. Medium size, bulbs small and foliage narrow.

Per Doz. 50c. Per 100 \$2.50.

CRACKERJACK

Handsome large dark red flowers, throat spotted with yellow. This is one of the best of the dark red class.

Per Doz. 60c. Per 100 \$3.00.

DAWN (*Tracy*)

Beautiful coral pink with delicate feathering in throat. Wide open blooms set close on a strong spike. Foliage extra wide and bulbs large.

Per Doz. \$1.50.

EMPRESS OF INDIA

A novelty and highly recommended for its rich dark color. Awards at Haarlem and London. Foliage short and narrow, buds almost black, and the open flowers dark red of a beautiful satin texture, shading darker to the ends of the petals, which are marked both inside and out with dark maroon. The lower petals have a distinct narrow line of white. This variety will be in great demand for decorative work and landscape effects.

Per Doz. 60c. Per 100 \$3.00.

EUROPA

Pure glistening white, nearly all flowers open at once, very beautiful. Medium size, requires extra culture to produce best results.

Per Doz. \$1.25. Per 100 \$8.00

GLORY (*Kunderd*)

The first of the ruffled strain, a grand novelty with wide foliage, stocky and vigorous, immense blooms of creamy white shading pink and delicate lavender, beautifully ruffled and fluted petals, throat feathered crimson with a yellow tint in the inferior petals. Per Doz. 60c. Per 100 \$4.00.

GLORY OF HOLLAND

A new white, which has received awards at London and Haarlem.

Per Doz. \$1.00. Per 100 \$8.00.

GEORGE PAUL

A magnificent dark red and a great favorite. The spike is rather slender and bends gracefully under its burden of immense blooms, 4 to 6 inches in diameter. Per Doz. 80c. Per 100 \$6.00.

GOLDEN KING

This variety has a strong constitution and vigorous growth so often lacking in yellows. Tall and stately in habit it attracts immediate attention by its unusual blending of colors, a bright red throat in a golden yellow flower. The blooms are large wide open and well placed on a long spike.

Per Doz. \$1.00. Per 100 \$7.00.

HALLEY

Very early, vigorous and tall growing, large wide open flowers of lovely coral pink. Per Doz. 50c. Per 100 \$2.50.

HERADA (*Austin*)

A beautiful clear mauve, very handsome and attractive. A prize winner.

Each 50c. Doz. \$5.00.

IDA VAN (*Kunderd*)

Brilliant red with darker red in the throat, very large wide open flowers on a strong spike. Very desirable.

Per Doz. \$1.00. Per 100 \$7.00.

KING ARTHUR (*Kunderd*)

A very promising white seedling, ivory white with a touch of crimson deep in the throat and a delicate line of the same color in the center of the inferior petals. Much larger and better in every way than Chicago White, healthy and vigorous in growth, it will be very useful as a florist flower.

Only a limited number of first and second size bulbs for sale.

Doz. \$1.00 Per 100 \$7.00.

LIEBESFEUER

A beautiful clear scarlet, a prize winner and very desirable.

Each 25c. Per Doz. \$2.50.

LILY LEHMAN

Blooms are delicate cream tinted pink in the sun but ivory white in the house, large size and slightly ruffled on the edges. Foliage is light green and spikes often have side branches. The blossoms are not set close on the spikes like the American type but grow on longer stems like lilies and the effect of a vase full of spikes is very beautiful, with a graceful airiness very different from the ordinary sorts. Per Doz. 60c. Per 100 \$4.00.

MRS. DR. NORTON (*Kunderd*)

Mr. Gage the owner of this beautiful seedling describes it as follows:
Very large and well open flowers, well set on a tall and graceful spike, four to eight flowers in bloom at one time. Color, white, the edges suffused with soft La France pink. The three lower petals have a blotch of sulphur yellow. Strong and vigorous grower, and very free flowering.

Each **\$1.50**

MAY TOY

A very attractive *Primulinus* seedling. The dainty hooded orange yellow flowers shade to pale yellow in the throat.

Per Doz. **60c.** Per 100 **\$4.00.**

MRS. FRANK PENDLETON (*Kunderd*)

The new sensational beauty winner of awards and prizes everywhere. The petals show beautiful clear pink shadings contrasting in a most striking way with the deep rich velvety carmine blotch. This variety requires good culture to produce best results. Planted early in good rich garden loam half inch to one inch bulbs are sure to bloom and bulbs one inch and upward produce spikes four to five feet high with fifteen to twenty buds.

The most perfect and delicate coloring is produced when the spike is cut and carried indoors as soon as the first blossom opens.

For three years we have been building up a stock of this variety and now offer it at a greatly reduced price, first and second sizes, young bulbs.

Per Doz. **\$1.25.** Per 100 **\$8.00.**

MRS. FRANCIS KING

A well known and deservedly popular variety, commonly classed as "light red." Very large blooms some of them beautifully stained with a darker shade, are spaced well apart on a long graceful spike and open to perfection in the full hot sun. A very desirable garden variety and every collection should have a large bed of it. Like America it is low in price only because it is exceeding vigorous and prolific.

Per Doz. **50c.** Per 100 **\$2.50**

MYRTLE

Another *Kunderd* seedling, the most delicate and beautiful rose pink, shading lighter toward the center to a cream throat. A vase of Myrtle with nearly all the flowers open on the spikes is a beautiful sight. Medium in size and an early and reliable bloomer.

Doz. **\$2.50.** Per 100 **\$15.00.**

NIAGARA

Greatly admired for its immense cream colored blooms, vigorous growth and stately habit. The finest of its color, the best results can be obtained if the flowers open indoors.

Per Doz. **75c.** Per 100 **\$5.00.**

PANAMA

A grand exhibition variety, seedling of America but deeper pink and larger blooms. Very desirable.

Per Doz. **75c.** Per 100 **\$5.00.**

PEACE

The most satisfactory late white, tall and vigorous, with beautiful foliage, it is the ideal white for garden or cut flowers. Delicate lines of carmine in the throat add to its attractiveness. The flowers are liable to show a pink tint if allowed to open in the hot sun. Very hardy and prolific and the mature bulbs are very large.

Per Doz. **\$1.00.** Per 100 **\$6.00**

PRINCEPINE (*Kirchoff*)

A seedling of Princeps, and of the same general appearance in size and color, but longer spike and erect foliage.

Per Doz. **60c.** Per 100 **\$3.50.**

PINK PERFECTION

An appropriate name for this lovely rose pink beauty. The best of the pinks.

Per Doz. **\$1.00.** Per 100 **\$6.00.**

ROSELLA

A beautiful shade of carmine purple with white throat. As fine in color and texture as an orchid, one of the best of the new shades. Very large open flowers.

Per Doz. **\$1.00.** Per 100 **\$7.00.**

SCHWABEN

A magnificent yellow, tall, robust and very prolific. The clear lemon yellow blooms have a touch of red in the center. Spikes very large, foliage broad. Greatly admired by everyone.

Per Doz. **\$1.25.** Per 100 **\$8.00.**

SCARSDALE

Delicate lavender with pink shading and marked with a deeper shade of lilac. Spikes long and slender. A distinct and attractive color.

Per Doz. **\$1.00.** Per 100 **\$6.00.**

TACONIC

A bright and attractive pink of good size and clear coloring.

Per Doz. **50c.** Per 100 **\$2.50.**

THE KING

Very large wide open magenta blossoms on a straight spike. White throat with a blotch of red in the center.

Per Doz. **\$1.00.**

WAR

Closely resembles Peace in every way except color of blooms which are deep blood red and very large. Very choice.

Per Doz. **\$1.50.** Per 100 **\$7.00.**

WILLY WIGMAN

White flushed pink with crimson blotch, large flowers and long spikes.

Per Doz. **80c.** Per 100 **\$6.00.**

ZAIDEE

Is the name of my White Seedling No. 10. It is a tall vigorous grower with a straight round stem and flowers are well placed. The white blooms are slightly flushed pink if opened in the sun, with a touch of light yellow deep in the throat. Extra good for florists.

Per Doz. **\$1.00.** Per 100 **\$7.00.**

DISCOUNT 20%

Brookland Collection

Of Gladiolus Bulbs.

6 America	1 War	
5 Lily Lehman	1 Zaidee	
5 Halley	1 Liebesfeuer	
2 Golden King	1 Pink Perfection	
2 Mrs. F. Pendleton	1 Schwaben	
Twenty-five bulbs, ten choice exhibition varieties (value \$1.90).....		\$1.50
Two Collections, 50 bulbs.....		2.75
Four " 100 "		5.00
By express collect on receipt of price.		

RED, WHITE AND BLUE COLLECTION

One each of Liebesfeuer, the clearest, national red, Europa, pure white, Blue Jay, the best blue.

Three bulbs, postpaid.....	\$.50
Two of each.....	.90
Five of each.....	2.00

WINCHESTER COLLECTION

This is a well balanced garden collection which always gives perfect satisfaction. Sent express collect on receipt of price.

40 America	2 Niagara	
26 Mrs. F. King	2 Pendleton	
16 Independence	2 B. Hulot	
4 Taconic	2 Peace	
4 Willy Wigman	2 Geo. Paul	
100 Bulbs (value \$3.00) price.....		\$2.50
50 " " 1.50 "		1.25

SOUVENIR COLLECTION

One each of ten choice varieties, fine assortment.

America	Taconic	
Princpine	B. Jos. Hulot	
Crackerjack	Empress of India	
Golden King	Panama	
Halley	Mrs. Francis King	
Value .65; by mail, postpaid		\$.50
Two Collections "90
Three " "		1.25

Address all orders to

BROOKLAND GARDENS

S. E. SPENCER, *Proprietor*

LEXINGTON STREET

WOBURN, MASS.

Florist Mixture

Seedlings in a great variety of colors and some stray bulbs of named varieties. Per Doz. 40c. Per 100 \$2.00.

PRIMULINUS HYBRIDS

The result of crossing the species Primulinus, a clear yellow found wild in South Africa, with our garden varieties. The flowers are all small and graceful, most of them in yellow and cream shades, useful for breeding and an attractive novelty. Per Doz. 60c. Per 100 \$4.00.

BROOKLAND SPECIAL MIXTURE

We have a large assortment of beautiful seedlings from our finest sorts but not quite good enough to grow under name or number, and to these we have added the entire stock of several good named varieties which we do not care to list, on account of similarity to others or not having a sufficient stock to list separately.

This is indeed a surprise collection. It is intensely interesting to watch the wonderful combinations and variations in colors and types as shown in the blooms of these fine seedlings. Per Doz. 75c. Per 100 \$5.00.

PLEASE NOTE—

One bulb for one tenth the dozen price, 25 or more at 100 rate.

Less than 25 bulbs at dozen rate will be sent by parcels post.

25 or more at 100 rate, will be sent by express collect.

Remit by bank draft, check or money order.

While we exert the greatest care to have everything true to name, we will not assume any responsibility for errors that may occur, other than to replace any stock that may prove untrue or refund amount received for same.

Subscribe for the Modern Gladiolus Grower, a monthly magazine devoted to the interest of amateur and professional growers. 75c per year. Free with orders for bulbs amounting to \$7.50 or more.

Iris Germanica

One of the best of the popular hardy perennials, blooming in May, useful as cut flowers and extensively used in landscape and garden planting. Plant in early spring or fall in a dry sunny location.

PALLIDA DALMATICA

Clear lavender, falls darker lavender, very tall and broad foliage. One of the best. Divisions 15c, Clumps. 35c.

PRINCE OF WALES

White with a touch of blue in center. 15c.

FLORENTINA ALBA

Early white 10c.

KHARPUT

Purple, very large and beautiful blooms, 15c.

QUEEN OF MAY

Lilac shading pink and white, 15c.

FLAVESCENS

Light yellow, 10c.

VERSICOLOR

Blue native variety, thrives in brooks and meadows, 10c.

MADAME CHEREAU

White, edges marked with blue, 15c.

Hardy Phlox

For late summer and fall flowers the hardy phloxes are enjoying a well deserved popularity. They need plenty of moisture and do well in partial shade. Plant in spring or fall, in rich garden loam.

EMBRAZEMENT

Orange cerise with crimson eye, 32 inches. 15c.

ANTONIN MERCIÉ

Ground color white, overlaid with pale lilac. Very large flowers. 15c.

BROOKLAND QUEEN

A very choice white seedling, immense trusses of large pure white flowers on a strong stem. Entirely free from rust or blight, exceptionally vigorous and free blooming. 25c.

COQUELICOT

A fine clear scarlet very showy and attractive. 15c.

FLOATING BRIDGE

A very handsome pink. 30 inches. 15c.

PURITY

An excellent white. 25 inches. 15c.

RICHARD WALLACE

Pure white, maroon center. 32 inches. 15c.

STELLA'S CHOICE

Very tall, pure white. Late. 15c.

WANADIS

Pale blue ground shaded white, with red eye. Very large trusses, medium height. One of the best. 25c.

All 15c varieties \$1.50 per dozen. 25c varieties \$2.50 per dozen.

Address all Orders to

BROOKLAND GARDENS

S. E. SPENCER, Proprietor

Lexington Street

:

Woburn, Mass.

War-time Economy Price List, 1918

—OF—

Brookland Gardens Gladioli

	Each	Doz.	100
AMERICA, Flesh pink tinted lavender	4c	\$.35	\$ 2.00
ATTRACTION, Cardinal red, white blotch.....	5c	.50	3.50
BALTIMORE, Salmon pink, red blotch	7c	.70	5.00
B. JOS. HULOT, Velvety purple.....	5c	.45	3.00
BLUE JAY, Lobelia blue, lemon yellow throat	25c	2.50	
CRACKERJACK, Velvety dark red.....	7c	.75	5.00
DAWN, Salmon-Carmine	15c	1.50	
EMPRESS OF INDIA, Plum violet	4c	.45	3.50
EUROPA, Pure white	10c	1.00	8.00
GLORY, Amber white, suffused light rose	6c	.60	4.00
GEO. PAUL, Crimson red.....	8c	.80	6.00
GLORY OF HOLLAND, White, faint rose tint.....	6c	.60	4.00
GOLDEN KING, Lemon Yellow, red blotch.....	10c	1.00	7.00
HALLEY, Salmon pink	4c	.40	2.00
HERADA, Pure Mauve.....	35c	3.25	
INDEPENDENCE, Carthamin red	3c	.30	1.75
IDA VAN, Cardinal red.....	6c	.60	4.00
KING ARTHUR, White	10c	1.00	7.00
LILY LEHMANN, White, suffused rose.....	5c	.45	3.00
LIEBESFEUER, Scarlet.....	20c	2.00	15.00
MAY TOY (Prim.) Shades of yellow.....	6c	.60	4.00
MARY FENNELL, Mauve and primrose yellow.....	20c	2.00	15.00
MRS. FRANCIS KING, Vermilion red	4c	.35	2.00
MRS. FRANK PENDLETON, Pink, red blotch.....	10c	1.00	7.50
MRS. G. W. MOULTON, Lilac purple.....	18c	1.75	
MRS. WATT, Deep crimson.....	15c	1.50	10.00
MYRTLE, Delicate rose pink.....	20c	1.80	12.50
MRS. (DR.) NORTON, White, pink and cream	1.00	10.00	
NIAGARA, Cream, often splashed carmine.....	8c	.80	6.00
PANAMA, Pink	7c	.70	5.00
PEACE, White, violet-rose marking.....	7c	.70	5.00
PINK PERFECTION, Rose pink	10c	1.00	
PRINCEPINE, Vermilion red, cream throat	7c	.75	5.00
RED EMPEROR, Large, blood red	50c	5.00	
ROSELLA, Carmine-purple	8c	.80	6.00
SCARSDALE, Rosy magenta.....	10c	1.00	7.00
SCHWABEN, Amber yellow, red blotch.....	12c	1.25	8.00
TACONIC, Rosy pink, red blotch.....	6c	.60	4.00
THE KING, Old rose, cream center	10c	1.00	
WAR, Blood red, tall.....	15c	1.50	10.00
WILLY WIGMAN, Pinkish white, crimson blotch.....	5c	.50	3.60
YELLOW BIRD, Light yellow.....	6c	.60	4.00
ZAIDEE, White, slightly flushed pink.....	10c	1.00	7.00
GARDEN MIXTURE	3c	.30	2.00
BROOKLAND MIXTURE	8c	.75	5.00
PRIM. HYBRID MIXTURE	5c	.50	3.50

Twenty-five at 100 rate, special price per 1000.

Terms: Cash with order, no orders booked for less than 50c.

Shipped any desired date by parcel post or express **prepaid**.

Address

BROOKLAND GARDENS, Woburn, Mass.



